

# Help us to help you and your church

A toolkit to help you fundraise for the National Churches Trust



# The National Churches Trust

For more than 60 years we have been helping churches, chapels and meeting houses stay open.

This toolkit will help you organise a fundraising event for the National Churches Trust, or help you organise an event from which you can share donations with us.

It includes some ideas for events and activities, as well as practical hints and tips to help you plan, prepare for, and run your event. We hope you will find it helpful and inspiring.

The National Churches Trust funds urgent repairs and modernisation, provides expert advice on church maintenance and on how churches can continue to serve local communities and promotes church heritage and tourism.

Since 1953 we have awarded over £85 million in today's prices to help many thousands of the UK's churches, chapels and meeting houses stay open.

We are not funded by government or church authorities and we rely on voluntary contributions to undertake our work. That means that we need your support to help us keep the UK's church heritage alive, and these wonderful buildings at the heart of community life.

Please let us know if you are planning an event; we will do everything we can to support you, and will try and come along if possible. We will also send you some literature to display and share at your event.

Thank you for helping us to raise funds for the National Churches Trust.

Good luck!

  
Chief Executive



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raise funds for  
the National  
Churches Trust

## FUNDRAISING EVENTS

Events are a great way of attracting and welcoming people to your church. They can also encourage people to donate and to visit again.

It is a good idea to have an end result in mind (eg to raise £500). Make sure that everything you include will help you meet your target.



## IDEAS: year round events

Some events can be held year round. They could be one off activities, organised and advertised for a particular day, or available at a regular time for local people and visitors.

### Coffee morning

A coffee morning is a lovely way to get together with friendly faces. Everyone will enjoy meeting for a chat and a cup of coffee to support your fundraising.

### Church trail

Church trails are a fun way to inspire people to learn more about the history of your church. You can charge a small fee to raise money. To make a trail:

- Identify interesting features
- Create a short questionnaire with a map
- Make sure you provide an answer sheet



### Open day

Local history and heritage are very popular. Organising an open day can be as simple as opening the doors, and providing donation boxes. However, you will attract more people and attract more donations if you pair it with an exhibition, coffee morning, festival or other activities.

## IDEAS: other events

Some events are better held at a particular time of year, and could be part of a larger festival.

### Easter egg hunt



Hide chocolate eggs of all sizes around your church and grounds, and either encourage people to search, or set treasure hunt style clues.

You could charge a small fee for people to participate (and set a limit on the number of eggs collected).



### Craft activities

Crafts are a great way to involve children and families, and you can charge for participation.

One great activity is making Advent Candles. Buy plain white candles (thicker ones might be easier for small hands) and provide paints or marker pens for decorating. Use lined paper to help draw the lines representing the 24 days of Advent, and then encourage children to decorate the rest.

## IDEAS: other events

There are lots of ideas in the blue strips on the pages of this toolkit.

Our website features a gallery of events and activities organised at churches across the country. They include lots of fundraising ideas and ways to encourage your local community to come along. To see the gallery please visit our website:

[www.nationalchurchestrust.org/fabulous-fundraising](http://www.nationalchurchestrust.org/fabulous-fundraising)



## PRACTICAL: planning your event

### Planning

Think about where you will hold your event, as it doesn't necessarily have to be at your church. Choose a date that gives you enough time to plan and promote it, as well as thank everyone and clean up afterwards.

### Budget

Create a budget, listing all possible expenditure. To keep costs down ask friends to make homemade cakes or sandwiches to sell. A local bakery or other company might provide refreshments if you ask.

### Preparation

If you spend enough time preparing for your event it will run smoothly, meaning that both your visitors and you can enjoy it more, and therefore that you will raise more money. Talk to your volunteers about the event and about the National Churches Trust so that they can answer questions and encourage donations.

### On the day

Make sure that everyone knows what they are supposed to be doing and that you have someone who can cover for breaks.

### Evaluation

Count donations and visitor numbers.  
Make a record of comments.

### Thanking

Most important of all is to thank those who have donated items, volunteered time or taken part. Let them know how much you have raised, and that their contribution will help churches across the UK.



## PRACTICAL: promoting your event

There is no point in taking the time and trouble to organise an event if you don't promote it widely. There are many ways to do this; here are a few you could try.



### Posters

Ask local shops, pubs, hairdressers to display posters and flyers. If you would like to use the National Churches Trust logo please let us know.

Be sure to say that you are raising money: "in aid of the National Churches Trust, Registered Charity No.1119845".

### Local press

Newspaper coverage is free and a great way for new audiences to find out about your event.

- Call the newsdesk or editor and tell them about your event, or send them a press release or letter.
- Find out their publishing date so that you can send them all the information they need in good time.

Key points to include are: who is doing what, when it will happen, why it is important, a quote from someone at your church, information about the work of the National Churches Trust, your contact details and how to visit or donate.

A great way to inspire others is with a personal story! All press releases should include a high quality photograph.

You can download a sample press release from our website.

[www.nationalchurchestrust.org/fundraising-pack](http://www.nationalchurchestrust.org/fundraising-pack)



## Email

Email all your contacts and tell them about your event. Add information about your fundraising to your email signature to tell your contacts how they can get involved.

## Social media

Social media sites provide a quick and effective way to spread news.

Become a fan of our Facebook page:  
[www.facebook.com/nationalchurchestrust](http://www.facebook.com/nationalchurchestrust)

Tell people about your event in your status updates. Make sure you tag us and we will share it. If you 'like' our page we can tag you in comments and mention you in posts.

Follow us on Twitter: [@NatChurchTrust](https://twitter.com/NatChurchTrust)

Tweet often with updates about your event. Don't forget to tag us so that we can retweet. It is also good to include hashtags so that more people find your tweet, such as #churches #donate #heritage

You could Tweet something like:  
Very excited to be [insert your event/activity] for @NatChurchTrust in support of #church #heritage

If you need help using social media we are happy to provide advice. Get in touch at:  
[info@nationalchurchestrust.org](mailto:info@nationalchurchestrust.org)





## PRACTICAL: health and safety

All churches, chapels and meeting houses should have a health and safety policy, which you should follow if you are organising your event within the building.

Wherever you choose to hold your event, carrying out a Risk Assessment beforehand is important.

You should consider things like: uneven floor levels, lighting, access to aisles and pews, steps, churchyard paths, food preparation areas and general cleaning.

It is also important to check whether you need to obtain specific insurance for your event, and to have a person trained in first aid on hand.



## PRACTICAL: useful tools and advice

We have created a range of tools, advice sheets and templates for you to use.

You can download them all from our website: [www.nationalchurchestrust.org/fundraising-pack](http://www.nationalchurchestrust.org/fundraising-pack)





## AFTER YOUR EVENT: how to let us know

We would love to hear about your event and to receive photographs so that we can see what you did and add your ideas to our gallery.

We are very grateful for each and every donation we receive, and we would appreciate it if you could pass on our thanks to those who come along to your event and help to support our work.

To record your donation properly, and enable us to thank you properly, please send us an email or a letter which includes the following information:

- Your name and the name of your church
- Short description of your event
- How much you raised
- How you are sending the money to us

Once your event has finished you can send your donation to us in three ways (listed overleaf). We have tried to make this as simple as possible.



## DONATIONS: how to pass on donations to us

### Online

The easiest way to pass on your donations to us is via our website.

Please remember to send us an email or a letter with information about your event and your donation.

To make a payment online please visit:

[www.nationalchurchestrust.org/donate](http://www.nationalchurchestrust.org/donate)

### Paying by BACS or at a bank

If you want to pay by BACS our bank details are below. Again, please remember to let us know that you are paying some money in so that we can record it efficiently.

Bank: HSBC Bank PLC

Sort code: 40 05 30

Account number: 52704773

Reference: your name (please make sure you include this)

### By post

Post a cheque made payable to National Churches Trust to us at the address below. Please complete and send us a copy of the paying in form available on our website, or send us an email or a letter with information about your event and your donation.

You can download the paying in form from our website:

[www.nationalchurchestrust.org/fundraising-pack](http://www.nationalchurchestrust.org/fundraising-pack)

Please send your form and cheque to:

The National Churches Trust

7 Tufton Street

London SW1P 3QB

# Other ways to help the National Churches Trust

## Become a Friend

For as little as £2.50 a month you can become a Friend of the National Churches Trust and help save UK's churches, chapels and meeting houses.

Call 020 7222 0605 or visit our website for more information:  
[www.nationalchurchestrust.org/friends](http://www.nationalchurchestrust.org/friends)

## Legacies

Your generosity will ensure that these precious buildings remain at the heart of each local community. A gift of just 1% of your estate will help to guarantee that our nation's rich heritage of churches and chapels survive for many generations to come.

For more information please contact Claire Walker, Chief Executive: call 020 7222 0605, email [claire.walker@nationalchurchestrust.org](mailto:claire.walker@nationalchurchestrust.org) or visit our website: [www.nationalchurchestrust.org/legacies](http://www.nationalchurchestrust.org/legacies)



## You can also support us by making a donation

Post:

Send a cheque payable to National Churches Trust to:  
The National Churches Trust  
7 Tufton Street  
London SW1P 3QB

Online:

[www.nationalchurchestrust.org/donate](http://www.nationalchurchestrust.org/donate)

Text:

PACK07 with the amount you would like to give (eg. PACK07 £20) to 70070, free from all networks.

## Keep in touch

Become a fan of our Facebook page:  
[www.facebook.com/nationalchurchestrust](http://www.facebook.com/nationalchurchestrust)

Follow us on Twitter: [@NatChurchTrust](https://twitter.com/NatChurchTrust)

Sign up for our enewsletter: [www.nationalchurchestrust.org/enews](http://www.nationalchurchestrust.org/enews)

## Promote the National Churches Trust

We would be delighted to send you a publicity pack about the work of the National Churches Trust for you to display at your church, work or school.

Email us at [info@nationalchurchestrust.org](mailto:info@nationalchurchestrust.org) or call [020 7222 0605](tel:02072220605) for more information.



The National Churches Trust is the only independent national charity dedicated to preserving, promoting and supporting all churches, chapels and meeting houses of historic, architectural and community value across the UK.

### **To become a Friend of the National Churches Trust:**

please join via our website at [www.nationalchurchestrust.org/friends](http://www.nationalchurchestrust.org/friends)  
or contact us on [020 7222 0605](tel:02072220605)  
or at 7 Tufton Street, London SW1P 3QB

For more information about our work:

visit [www.nationalchurchestrust.org](http://www.nationalchurchestrust.org)

find us on Facebook (National Churches Trust) & Twitter (@NatChurchTrust)

follow our blog [nationalchurchestrust.wordpress.com](http://nationalchurchestrust.wordpress.com)

Registered charity no: 1119845

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